

## Statistics

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### Population (2003)

Wisconsin:	3,955,951	metro	(1.6% of total U.S. metro)
	<u>1,516,348</u>	non-metro	(3.0% of total U.S. non-metro)
	5,472,299	total	

United States:	241,395,996	metro	
	<u>49,413,781</u>	non-metro	
	290,809,777	total	

### Farm-Related Employment (2000)

Wisconsin:	606,118 jobs	(18.1% of total Wisconsin employment)
United States:	25,834,574 jobs	(15.6% of total U.S. employment)

### Number of Farms (2002)

Wisconsin:	77,131	(3.6% of total U.S. farms)
United States:	2,128,982	

### Average Farm Size (2002)

Wisconsin:	204 acres
United States:	441 acres

### Value of Final Agricultural Sector Output (2002)

Wisconsin:	\$5.6 billion
United States:	\$200.6 billion

**Rank among all States in market value of agricultural products sold (2002): #10**

### Top 5 Agricultural Commodities (2002)

Commodity	Value of receipts (thousand \$)	Percent of U.S. value
Dairy products	2,662,650	13.0
Cattle and calves	656,389	1.7
Corn	565,059	3.2
Soybeans	212,891	4.0
Potatoes	199,535	6.6

#### **Value of Agricultural Products Sold Directly to Consumers (2002)**

Wisconsin: \$29.0 million  
United States: \$812.2 million

#### **Farmers Markets (2004)**

Wisconsin: 168  
United States: 3,617

#### **Market Value of Certified Organic Commodities (2002)\***

Wisconsin: \$20.9 million  
United States: \$392.8 million

\*(Data may not reflect actual industry growth after Oct. 2002 implementation of USDA National Organic Program.)

#### **Certified Organic Acreage (2001)**

Wisconsin: 91,619 acres  
United States: 2,343,857 acres

#### **USDA-Accredited Organic Certifying Agents (2005)**

Based in Wisconsin: 2  
Total: 96

### **Marketing Products and Services**

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#### **Specific to Wisconsin**

**AMS Staff to Meet with Value Added Dairy Program (VADI) Officials in Wisconsin**

In February 2006, an AMS Staff Officer met with Wisconsin Department of Agriculture, Trade and Consumer Protection officials responsible for administering VADI, a nearly \$7 million grant program to revitalize and expand the Wisconsin dairy industry. AMS is overseeing the project. Officials are revising the project plan and budget to incorporate new FY 2006 funds. The trip will include a one-day merchandising and marketing seminar and strategy session for VADI project partners led by ZingTrain, a training consultant.

### **Value Added Dairy Initiative**

The Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP) was allocated \$2,000,000 in the Omnibus Appropriations Act of 2004 to expand marketing opportunities for value-added dairy products and help revitalize the Wisconsin dairy sector through three initiatives:

- Specialty Cheese and Specialty Dairy Initiative—to provide a full array of technical assistance services to specialty dairy businesses including farmstead and artisan dairy businesses and to small and medium sized dairy processors through the non-profit Dairy Business Innovation Center.
- Value Chain Enhancement Initiative—to help dairy producers and dairy processors find value-added opportunities in the dairy supply chain in cooperation with the Grow Wisconsin Dairy Team.
- Producer Modernization Initiative—to assist dairy producers modernize their operations and foster value-added production through statewide and local efforts, including producer grants.

The one-year grant is for the period April 1, 2004, through March 31, 2005. Activities under this grant are being overseen by AMS' Federal-State Marketing Improvement Program.

### **Farmstead Dairy Conference Sponsored by AMS**

A conference entitled *Farmstead Dairy Foods: Alternative Income Opportunities for Milk Producers* was held in Mosinee in October 2002. The conference was funded by a grant to the Wisconsin Department of Agriculture, Trade, and Consumer Protection to explore opportunities for Upper Midwest dairy operators to improve their profitability through farmstead dairy product development. Following the conference, AMS staff toured several successful farmstead dairy operations and small cheese manufacturing facilities in the State.

### **General Interest**

#### **New Farm-to-School Marketing Publication**

*Eat Smart—Farm Fresh! A Guide to Buying and Serving Locally-Grown Produce in School Meals* (PDF) was published in December 2005 by the Food and Nutrition Service (FNS) of USDA. The publication, which helps school lunch programs find locally-grown produce, was developed by a multiagency task force that included an agricultural marketing specialist from AMS, four child nutrition specialists from FNS, and the Community Food Security Coalition, a non-profit organization.

#### **Farm-to-School Report**

*How Local Farmers and School Food Service Buyers Are Building Alliances* (PDF) helps small farmers and school food service buyers explore how they might establish direct marketing linkages.

#### **Marketing via the Internet**

*How to Direct Market Farm Products on the Internet* (PDF) is designed to help small/medium-

sized agricultural producers better develop Internet-based sales transactions by recommending effective methods for reaching and retaining customers.

#### **Trends in Farmers Markets**

*U.S. Farmers Markets—2000: A Study of Emerging Trends* (PDF) assesses the importance of farmers markets as a distribution channel for farm products, documents the recent growth in farmers markets operations, and provides an updated profile of management, operations, and merchandising at farmers markets.

#### **Market Research on Small Meat Processors**

*Enhancing Commercial Food Service Sales by Small Meat Processing Firms* (PDF), published by AMS in cooperation with Texas A&M University, determines potential areas of competitive advantage for smaller scale meat manufacturing firms in supplying local restaurants and other local commercial food service accounts.